

Message Text

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43

ACTION ARA-10

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R 111424Z FEB 75
FM AMEMBASSY ASUNCION
TO USDOC WASHDC
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UNCLAS ASUNCION 0555

USDOC

E.O. 11652: N/A
TAGS: BBSR, PA
SUBJECT: WTDR - CIMPORTEX PARAGUAYA INDUSTRIAL
COMERCIAL S.A.

REF: USDOC 00270

1. ADDRESS: CALLE PALMA 694, ASUNCION, PARAGUAY.
PHONE: 44223. OFFICER: DR. ABRAHAM ZAPAG BAZAS.

2. MEDIUM SIZE FIRM ESTABLISHED 1968. EMPLOYS 48,
28 IN SALES. ACTS AS AGENT, IMPORTER, WHOLESALE
AND RETAILER OF LARGE VARIETY OF GOODS.

3. FINANCIAL REFERENCES: BANCO DO BRASIL S.A.,
CASILLA POSTAL 668; BANCO PARAGUAYO DE COMERCIO
S.A., CASILLA POSTAL 1043; BOTH OF ASUNCION, PARAGUAY.
COMMERCIAL REFERENCES: CHACOMER S.R.L., CASILLA
POSTAL 707; INTERCOM S.R.L.MN CASILLA POSTAL 91; BOTH
OF ASUNCION, PARAGUAY.

4. MAJOR FIRMS REPRESENTED: MANUFACTURA DE BRINQUEDOS
ESTRELA S.A., RUA JOAQUIM CARLOS 633, SAO PAULO, BRAZIL,
TOYS, SINCE 1968.

5. CIMPORTEX HANDLES MOST OF ITS OPERATIONS THROUGH
TWO LARGE, MODERN STORES BOTH UNDER THE NAME OF NARO.
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THUS, THE FIRM IS BETTER KNOWN AS NARO AND ADVERTISING

IN ALL MEDIA IS DONE USING THIS NAME. BOTH STORES ARE STRATEGICALLY LOCATED IN THE CENTER OF THE BUSINESS AND SHOPPING SECTOR OF ASUNCION. THEIR WARES INCLUDE PRACTICALLY ALL TYPES OF GOODS INCLUDING HOUSEWARES AND GIFTS, SHELF AND GENERAL HARDWARE, BICYCLES, AIRFOAM MATTRESSES, ETC. CIMPORTEX IMPORTS THROUGH LOCAL REPRESENTATIVES OF FOREIGN MANUFACTURERS AND OCCASIONALLY DIRECTLY FROM FOREIGN MANUFACTURERS. THIS CORPORATION IS A FAMILY-TYPE BUSINESS DIRECTED BY ABRAHAM ZAPAG BAZAS, A SHREWD, CAPABLE, AND HARD WORKING LOCAL PRACTICING LAWYER (SPECIALIZING IN COMMERCIAL LAW). DR. ZAPAG IS ASSISTED IN CIMPORTEX BY SEVERAL MEMBERS OF HIS FAMILY. CIMPORTEX ALSO OWNS AND OPERATES A WELL KNOWN AND MODERN CAFETERIA LOCATED IN RENTED PREMISES ON ASUNCION'S MAIN STREET. CIMPORTEX HAS GROWN STEADILY SINCE ITS INCEPTION; ADVERTISES AGGRESSIVELY; ITS BUSINESS AND CREDIT RECORD IS GOOD; AND IT MAY BE RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. SUPPLIERS.

6. FEBRUARY 1975.

LANDAU

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